

ABSTRACT OF THE DISCLOSURE

A method and system for browsing and ordering from product catalogs via the Internet is disclosed. When a customer requests a catalog page, a low resolution image of the requested page is first
5 provided to the customer. The size of the computer file corresponding to the page is reduced to be as small as possible, while still allowing products imaged on the page to be recognized. When a customer clicks on a hyperlink in the form of a blocked area in the low resolution image catalog page corresponding to a particular
10 product, a more detailed presentation for that product is built from stored files which include a high resolution picture of the product, a headline file identifying the product, a copy file describing the product, and an order block data file providing detailed information for ordering the product. By initially providing low resolution
15 images for requested catalog pages, such pages can be quickly downloaded to a customer's computer.

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